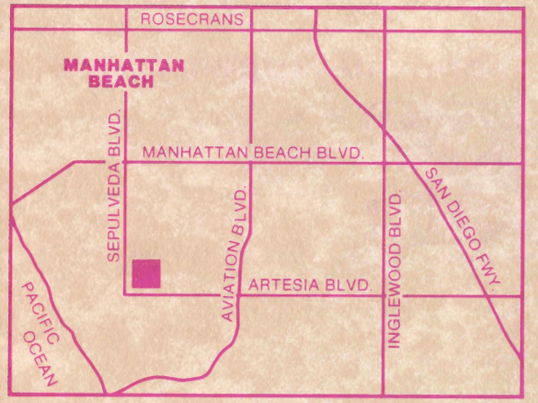
MAGIC PIZZA
FAMILY ENTERTAINMENT CENTERS™



Magic Pizza

600 So. Sepulveda Blvd.
Manhattan Beach, CA 90266-6992

Family Entertainment Center / (213) 318-3535
Corporate Offices / (213) 318-3444

Sunday - Thursday 11 a.m. - 11 p.m.
Friday - Saturday 11 a.m. - 12 midnight

Open 363 days a year.

Please remember that if you are under 18 years of age you must be accompanied by a parent.

MAGIC PIZZA FEATURES

- Group Parties for all Ages and Occasions
- Private Party Rooms
- Birthday Party Packages
- Group Tours
- Community and Youth Activities
- Special Appearances by Merlin
- Fund Raisers
- Merlin's Mystics - a magic club
- Merlin's Magic Shoppe
- The Wizard's Forest
- Video games and special attractions.

CREATED & PRODUCED BY Filet Menu LOS ANGELES 213 202-0600 ©1984

The Wizard's Forest

Enjoy our supervised family amusement center where you can use your Magic Tokens in more than 100 state-of-the art video games, mechanical games and challenges. The children can also experience our many rides, the House of Shadows and Merlin's Mansion, a magical fun-house for the young at heart.

Merlin's Showcase Theatre

Our enchanting main dining theater seats up to 500. Featured nightly are spectacular on-stage magic shows performed by professional magicians and close-up magic at your table. Also, be dazzled by the skilled magician at the special close-up magic area.

Sorcerer's Screening Room

This dining theater seats up to 65. Watch serialized current movies, film classics and cartoons on a 10 ft. wide screen.

Magical Sports Theatre

This dining theater seats up to 100. View major league and collegiate sporting events, "blacked-out" games via our satellite dish antenna, and local community sporting events on a 10 ft. wide screen. We can even arrange to have your local team or community event video-taped.

Welcome To The World Of Magic Fantasy!

The Magic Pizza is an exciting new concept in dining and entertainment for the entire family. We've combined the finest quality pizza restaurant with wide-screen video theaters and state-of-the art computerized amusement games. And, The Magic Pizza's affiliation with the world famous Magic Castle in Hollywood has enabled us to bring you all the excitement and mystique of *live magical entertainment*. To complete the magical theme, we've utilized the latest technology to create incredible special effects and optical illusions to amaze and delight you. Most important of all, The Magic Pizza is a place where adults and children can come together to have fun and experience all the wonders of magic.

Groups

Magic Pizza's wide range of facilities can accommodate groups, of all ages, up to 500. We offer a discount on food and beverages to groups of 20 or more with advance reservations.

You may also choose to hold your special event in one of our five private party rooms for an additional charge. Your choice of a magician, clown or mime act can also be provided.

To arrange for your group discount, phone the Public Relations Director and make your reservation.

Birthday Parties

When you celebrate your birthday at Magic Pizza you receive:

- Pizza and Beverages
- Ice Cream Sundaes
- Helium Balloons
- Magic Pizza trick party favors
- Birthday Cake (free 11:00 am - 3:00 pm Mondays thru Thursdays)
- Birthday Party Decorations
- Extra Tokens
- 1½ hours of reserved time in Merlin's Showcase Theater

Also Available:

- Magic Pizza Birthday Invitations
- Private Party Rooms with entertainment
- 3-D Photos of your party
- Videotape Cassette of the party
- Magic Pizza T-Shirts and other souvenirs.

Give your guests an extra treat!

★ BIRTHDAY BONUS ★
100 MAGIC TOKENS FOR $20.00

Call the Public Relations Director for reservations and information on the Birthday Packages.

Tours

Take an exciting and informative tour with your school or organization.

- Visit our kitchen for a first-hand look at how a restaurant operates.
- Experience some secrets of the world's greatest magicians.
- Learn how our video monitors, projectors, and satellite receiving systems entertain you.
- Explore the science of optics and computers used in our special effects and optical illusions.
- Discover the world of computerized video amusements.

Contact Public Relations for information.

Community And Youth Activities

Merlin and his assistant will come to your local event and hand out Magic Gold. With these certificates, the team or group will receive one pitcher of soft drinks with every large pizza purchased. Remember, video-taping facilities may be available to record your event. Interested groups should contact the Public Relations Director for details.

Fund Raisers

Non-profit organizations seeking ways to raise money should consider a fund raiser at Magic Pizza. It's a fast, easy way for a group to raise several hundred dollars or more in an evening.

Magic Gold sales can also be the fund raising answer for your group. Each one is a $5.00 value good for 20 Magic Tokens.

Contact the Public Relations Director well in advance and select a Monday, Tuesday or Wednesday night to hold your fund raising event.

Special Appearances

With a month's advance notice, Merlin and his beautiful assistant may be available to appear at your benefit, picnic, school fair, parade or other special event. They also visit hospitals and attend grand openings. Call the Public Relations Director to arrange for Merlin's appearance at your next event.

Merlin's Magic Shoppe

Stop at Merlin's Magic Shoppe for a souvenir of your visit to The Magic Pizza. You'll find frisbees, mugs, T-shirts, stickers, buttons, school supplies and lots and lots of magic tricks. They make great gifts, too!

Merlin's Mystics

Adults and children may join Magic Pizza's club for aspiring magicians. For the one year membership fee you receive:

- Weekly close-up magic lessons.
- Discounts at Merlin's Magic Shoppe
- An extra Magic Token with every food purchase
- A monthly Magic Newsletter
- Your own special Merlin's Mystics membership card

Franchise Information

If Magic Pizza has captured your imagination and you are interested in a Magic Pizza franchise, please write to: Franchise Division, Magic Pizza, 600 So. Sepulveda Blvd., Manhattan Beach, CA 90266-6992.

CHUCK E. CHEESE'S
FAMILY ENTERTAINMENT CENTERS™

Fasson®
CRACK'N PEEL Plus™
PATENT PENDING

An Evening of Magic Fantasy Awaits You

Gala Opening

We graciously invite you to
enter Merlin's proud domain,
where the masters of magic assemble
and perform for your delight,

We invite your wonderment
as we unveil an array of special effects
never seen before,

We encourage your appetites,
for a feast we have conjured
and from midair
our magically blended elixirs
will pour.

We invite you to celebrate
the Gala Opening of
The Magic Pizza
Family Entertainment Centers
600 South Sepulveda Blvd.
(1 block North of Artesia)
Manhattan Beach, CA 90266

Thursday, February 16
7:30 p.m. - 11:00 p.m.

RSVP Baker Winokur Public Relations, Inc.
Rosemary Orlando (213) 278-1460

Top Hat, Tails,
and Gloves
optional

We welcome
your children

Exterior

Entrance

Order counter/Merlin's Magic Shoppe

Merlin's greeting display

MAGIC PIZZA designed by **Setmakers, Inc.**

Magical Sphere and Hallway of Illusions

Wizard's Forest

Merlin's Showcase Theater

Theater hand-painted mural

MAGIC PIZZA designed by Setmakers, Inc.

Exterior

Entrance

Order counter/Merlin's Magic Shoppe

Merlin's greeting display

THE MAGIC PIZZA

ENTERTAINMENT CENTER

The Magic Pizza Family Entertainment Center is the brainchild of some of the world's leading designers who have sought to create a dynamic and fascinating new concept in family dining. Through the wizardry of multi-imagery and special effects, guests of The Magic Pizza will be entreated to a mystical and magical dining experience.

Virtually every wall and passageway throughout the 20,000 square foot facility will showcase the most ambitious effects and optical illusions certain to captivate patrons of all ages. The entire complex located at 600 South Sepulveda Boulevard in Manhattan Beach, California can accommodate up to one thousand visitors with a total dining capacity of five hundred persons.

Magic Pizza

600 South Sepulveda Blvd. • Manhattan Beach, CA 90266-6992 • **(213) 318-3444**

As you enter Merlin's proud domain through a cobblestone entry framed in Xanadu lights that chase through swirling fog, you begin your transformation into the mystical world of magic. Once safely inside you are greeted by Merlin himself, whose image appears in the form of a fully synchronous talking head suspended in midair. Visitors will not be able to resist passing their hands through the floating image, the first of many magical marvels they will experience at The Magic Pizza.

Before continuing onward, guests will be directed by attendants performing slight of hand magic, to the fully computerized order counters carrying their selections electronically to the kitchen. Once prepared, visitors will be notified to pick-up orders through visually animated announcements appearing in color monitors throughout The Magic Pizza.

Visitors may enjoy their meals in any of three dining theatres. In The Sorcerers Screening Room, guests can view first run serialized movies projected on a 10 foot screen. If sports is your pleasure, you can dine in The Magical Sports Theatre where you can view the career memorabilia of sport's greats, among them Anthony Davis and Steve Yeager. A satellite dish will deliver exclusive sporting events that will be broadcasted on a large screen. The Magical Sports Theatre will also serve as the broadcasting home of The Magic Pizza Network, whose camera crews will be dispatched to cover community events from local high schools, little leagues, scouting organizations, Kiwanis, Lyons and Rotary Club Events, for the pleasure of local citizens to view. In order to sustain such programing and help subsidize deficits in educational funding, the Manhattan Beach

Education Foundation has been founded by The Magic Pizza creator Jerry Hasson.

To insure the realization of their efforts and generate adequate funding, the Foundation directors will soon host "A Celebrity Magic Evening" featuring such famous magicians as David Copperfield with proceeds to benefit the community educational system.

If live magic is your passion, then you will undoubtedly enjoy dining in Merlin's Showcase Theatre, where members of Magic Castle's prestigious Academy of Magical Arts will perform continuous live magic shows nightly. Theatre dining attendants will keep patrons amused with tableside magic during intervals between shows. A fifty foot full color floor to ceiling relief mural framed by giant trees ensconcing a magical world of gremlins, elves, trolls and fairies, will mark the stage bounds. When showtime nears, the talking image of Merlin will appear in a full moon hovering in the luminous blue sky, and "The Magic Fantasy Theme Song" will begin. Through the wizardry of special effects, Merlin will welcome the audience in a mystical tongue, and dissolve into the moonlight.

If you become thirsty from your pizza, lasagna or selections from the salad bar, you may wish to refresh yourself with one of Merlin's magically formulated elixirs. The unique beverage dispenser, invented by U.S. Space Shuttle Engineer Ken Rosenthal, can raise - lower - or suspend in midair diamond drops of the natural fruit elixir. For those desiring alcoholic beverages, the Magical Wine Bottle will fill their requests without a hand. The bottle will

rise into the air, approach the patron's glass, tip and then fill that glass and levitate downward when the order is filled.

On route from the dining theatres to the Wizard's Forest, visitors will experience Merlin's Lightning Sphere. In this most unusual effect a hypnotic lightning storm erupts in a glass ball while lightning bolts jump toward curious hands.

Once you have evaded the lightning storm and found your way through the forested passageway to the Wizard's Forest, you will discover a mystical world of wonderment. The enchanting Wizard's Forest features "Merlin's Mansion," a magical playhouse with secret passages, optical illusions and an escape slide; "Merlinville U.S.A.," a Victorian Village with hydraulic helicopter rides, carousels and hot air ballons; and the "House of Shadows" where a strobe magically lights your poses and freezes your shadow on the wall.

"The Wizard's Forest" features the latest computerized, laser, holographic, video and mechanical games, in a very sophisticated and controlled family environment.

In addition to the main dining theatres, The Magic Pizza offers a selection of four private rooms with capacity seating of ten to forty persons. Copperfield's Corner, Houdini's Escape, Dante's Den and Blackstone's Manor will be available for private functions such as birthdays, club meetings and large family gatherings. Each room will have displays of the magician's career memorabilia for visitors to view.

In an effort to enhance your party atmosphere, The Magic Pizza will offer private magic puppet and clown shows, video taping of your party, three dimensional color pictures, party favors and cakes and the opportunity to join Merlin's Birthday Club.

The Magic Pizza Family Entertainment Center, to be open 11 a.m. to 11 p.m. (12 midnight on Friday and Saturday nights), is located at 600 S. Sepulveda Blvd., (one block north of Artesia) Manhattan Beach, California, 90266, (213) 318-3444.

February 7, 1984

MAGIC PIZZA ENTERTAINMENT CENTER DESIGNED BY SETMAKERS, INC.

As the team of designers and artists who developed The Magic Pizza, Setmakers is particularly proud of the state-of-the-art intertwining of electronic wizardry, efficient space planning and interior design, and the magical, mystical marvels that set this restaurant apart. The idea was several years in the making, the creative talents of the Setmakers' team of designers, artists, interior space planners and production personnel were at work for more than a year before turning the concept into a reality.

A commitment to excellence and a commitment to customer service is Setmakers' fundamental philosophy and practice. The Setmakers' team has developed a solid reputation for producing effective, profitable and creative design solutions to unique problems, in a timely, professional and successful manner.

Historically, Setmakers began in 1970 with art direction and set design for motion pictures and television. Don Ament, the founder, branched off from a major Hollywood motion picture company to form his own independent set design service. The movie industry provided many of the early clients and contacts. Art direction and set design of a national television commercial for a major restaurant chain led to the corporate identification program of playground equipment now seen world-wide.

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Today, the company has expanded into a variety of interior design and space planning applications. A broad base of experience in a variety of projects for hotels, casinos, office environments, restaurants and corporate identity programs, is available at Setmakers, allowing a diversity respected in the field.

The company concentrates its efforts in three general areas of business: interior design and space planning for adult fast food restaurants, family fine dining restaurants and corporate identity playground/party atmosphere design. In addition, a national service and maintenance organization, a commitment to the development of exciting new and interchangeable products, and the manufacture and distribution of quality specialty items add to the reputation of Setmakers.

Among the capabilities of the company are hand-painted murals, photographic murals, the design and supply of simulated, leaded, and etched glass, and the unique ability to create unusual applications of materials, such as metals and plastics.

The Magic Pizza was a particular challenge for Setmakers Project Design Director Peter Yee and the Setmakers' staff. They were faced with the challenge of a facility that existed but had to be totally reconstructed, redesigned, and space planned to ensure an effective traffic flow while at the same time contributing to the financial and marketing success of the restaurant. Peter Yee successfully merged specialized lighting techniques with specific design elements. Also, the unique, "illusionary," special effects had to be included, budget adhered to, and the subtleties of excellence that mark Setmakers' work installed.

Wes Cook, Creative Art Director for Setmakers adds another credit to

his lengthy list of accomplishments as the artist of the mural gracing Merlin's Showcase Theatre at Magic Pizza. Wes Cook's special talent is an uncanny ability to transfer ideas three dimensionally onto canvas. His experiences in and special feel for children's fantasies prepared him well for this assignment. His special touch is evident throughout this magnificent design. Among his major contributions to the project is the development of the omnipresent Merlin "Character", representing the corporate logo for Magic Pizza.

Special appreciation for work on Magic Pizza goes to Setmakers' project architectural detailer, Feliz Balquiedra.

Setmakers' design, space planning and corporate offices are located in Glendale, California with manufacturing and distribution centralized in Mt. Ayr, Iowa in a facility encompassing 100,000 square feet. Setmakers currently employs more than 100 people with a variety of skills including art direction, artists, designers, production experts, public relations, sales and administrative.

Setmakers has grown dramatically during the last thirteen years. Duane Ament, President of Setmakers, continues to emphasize "commitment to serving the client with consistency of the highest standards, reliability, quality and excellence of product. Setmakers' reputation is our best advertisement."

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